



# ENVIRONMENTAL SERVICES

# News Release

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## **MAYOR DICK MURPHY HELPS CITY OF SAN DIEGO HONOR LOCAL BUSINESSES' AND ORGANIZATIONS' ENVIRONMENTAL ACHIEVEMENTS**

**SAN DIEGO, CA--** City of San Diego Mayor Dick Murphy helped honor local businesses and organizations with an award from the City of San Diego's ***2004 Waste Reduction & Diversion Awards Program*** during the Annual San Diego Earth Works VIP (Very Important Planet) Reception on Wednesday, May 12, 2004 from 6 to 9 p.m. at the City's Ridgehaven Green Building. Sponsored by the City's Environmental Services Department (ESD), a total of 33 companies and organizations located in the City of San Diego, will receive awards for their innovative waste reduction programs that contribute to diverting waste from landfills and conserving natural resources.

"Currently more than 21 percent of all the waste that enters the Miramar Landfill is paper that could have been recycled and half of that is generated by San Diego businesses," said Elmer L. Heap, director of ESD. "While it's our job to keep the landfill open for as long as we can by conserving space, we can't do it alone. Companies who take the initiative, such as our Recyclers of the Year, to develop waste reduction and recycling programs really help make a difference in the quality of our city's environment today and in the future."

The ***2004 Waste Reduction & Diversion Awards Program*** features six different award categories: ***Environmental Champion, Recycler of the Year, Director's Recycling Award, Honorable Mention, Environmental Partner, and Climate Wise Energy Star Partner of the Year.***

Television news personality Rod Luck was selected as the ***Environmental Champion*** for 2004 for his continued interest in featuring stories about environmental issues such as recycling, composting and landfill management. Currently, Rod Luck provides San Diegans with helpful information about local events and programs through his morning news live shots on KUSI TV.

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## **ADD Page 2--Waste Reduction and Diversion Awards...**

The *Recycler of the Year Award* is the program's most prestigious award for businesses and is given to companies whose recycling and waste reduction efforts are original and divert significant amounts of waste from landfills. This year six companies received this award:

–**Carter Reese & Associates (CR&A):** As a land development company that focuses on revitalizing older neighborhoods and promoting sustainable development, CR&A is concerned with recycling materials that result from their construction and demolition projects. During 2003 CR&A developed a project, The Renaissance at North Park, which included the demolition of several older commercial and residential buildings. Working with its contractor, Casper Company; its builder, John Ahlswede of Sun Country Builders' and its co-developer, Matt Jumper of San Diego Interfaith Housing Foundation, CR&A recycled more than 5,270 tons of wood, metal, asphalt, ceramic tile, porcelain and other construction materials.

–**Marine Corps Recruit Depot San Diego (MCRD):** During 2003, the MCRD has continued to operate their successful recycling programs and add new elements to increase their waste diversion. Their development of new programs includes utilization of digital technology, recycling of demolition materials, composting food and the reutilization of used clothing. These programs have helped the MCRD divert more than 2,920 tons of materials, receive more than \$34,600 in recycling revenues and achieve a 55.4 percent recycling rate.

–**Point Loma Nazarene University:** During 2003, the University implemented a recycling program which includes single stream recycling collection and many other waste reduction activities such as on-site chipping, grasscycling, composting of food scraps and clothing donation. The program also consists of an extensive outreach program that features a documentary video, information booth, color coded bins, flyers, posters, recycle hotline and web page. Their efforts resulted in an approximate savings of \$28,700, 36.3 tons of recycled materials and 33 percent reduction in disposal service.

–**San Diego International Airport:** As part of their recycling program, the Airport developed a bilingual (English and Spanish) Employee Recycling Guide that serves as an educational tool informing all employees about the Airport's recycling program. The guide provides facts, statistics and guidelines concerning recycling in the Airport. A Waste and Recycling Committee was also formed to educate Airport tenants about the recycling program and to hear the needs of the recycling service providers. Since the development of the committee, they have decreased their contamination rate during the last two years by reducing it from 90 percent to five percent. In 2003, the Airport increased their recycling rate 134 percent from the past year.

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### **ADD Page 3--Waste Reduction and Diversion Awards...**

**–Sony Technology Center – San Diego:** In 2003, Sony Technology Center-San Diego saved more than 5,250 tons of cardboard by switching to reusable plastic packaging for delivery of parts. They also formed paper reduction teams, which were able to reduce the use of paper per employee by an average of 8.5 percent. They have also recycled more than 6,220 tons of materials, generated revenue and saved disposal costs in the combined amount of \$299,600, and increased their recycling rate to more than 90 percent.

**–Zoological Society of San Diego (ZSSD):** In 2003, ZSSD recycled approximately 80 percent of the total animal waste and green materials generated at the San Diego Zoo and Wild Animal Park. The office computer recycling program collected two tons of equipment and donated them to an ecologically responsible company and the purchasing department launched an online system designed to reduce paper use. Sixty percent of beverage containers were recycled and 25,000 tons of materials were recycled.

The ***Director's Recycling Award*** is the second highest recycling award given to companies for their waste reduction and diversion efforts. The following 13 companies were recognized in this category: AIU Ecodefense Club, Bay Park Elementary, Candelas, Hyatt Regency Islandia, Kyocera America, Inc., Kyocera Wireless Corp., Neyenesch Printers, Qualcomm, Inc., SeaWorld San Diego, Target Corporation – Target Stores, Unisys Corporation, United States Postal Service, and University of California, San Diego.

The ***Honorable Mention Award*** is the third highest recycling award and the following twelve companies were selected to receive this award: Bazaar del Mundo, Biosite Incorporated, City of San Diego Metropolitan Wastewater Department, Clauss Construction, CNRSW Integrated Solid Waste Management Program, ENCAD, Inc. A Kodak Company, Hewlett-Packard Company, LVI Environmental Services, Inc., Museum of Contemporary Art San Diego, Ocean Beach People's Organic Food Co-Op, San Diego Unified School District, and The Salvation Army San Diego Silvercrest Residence Inc.

The City also recognized two companies as their ***Environmental Partners*** for partnering with ESD to encourage recycling:

**–Hanson Aggregates:** A major supplier of construction materials and a concrete and asphalt recycler, Hanson partnered with ESD in the aftermath of the October 2003 wildfires to provide assistance to fire afflicted communities. Hanson provided free concrete recycling vouchers to both City of San Diego and San Diego County residents to recycle the concrete from their destroyed homes. Ultimately, through Hanson's efforts, more than 30,000 tons of recycled concrete was diverted from the landfill and saved City residents more than \$150,000.

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**–City of San Diego, Development Services Department (DSD):** Throughout 2003, DSD made continual efforts to include solid waste impacts in their environmental review process of CEQA, collaborate with ESD to educate the construction industry about the impact of their activities on landfill capacity, and participate in the City’s internal office recycling program.

The *Climate Wise Energy Star Partner of the Year* for 2004 is Kyocera Wireless Corp. for their efforts to reduce use of electricity and natural resources. During 2003, KWC conserved enough electricity (1,675,317 KW) to power 349 households for one year and enough potable water (more than 5,400,000 gallons) to service 86 households for one year. Through their recycling programs, KWC diverted more than 2,308,000 pounds of recyclable materials from the landfill and actively shared resources and expertise with students in local area schools. Their combined conservation and recycling programs saved more than \$185,000 in 2003.

For more information about the City’s Waste Reduction & Diversion Awards or establishing business recycling programs, please contact ESD’s Customer Service at (858) 694-7000. For more information on Environmental Services, visit its website at <http://www.sandiego.gov/environmental-services/index.shtml>.

The City of San Diego’s Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City’s long-term disposal needs. The Department also oversees the City’s management of energy use and explores innovative options for energy independence.

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